



SBA Office of Advocacy:

**Navigating the Regulatory Landscape to
Continually Serve America's Small
Businesses**

The Small Business Advocate

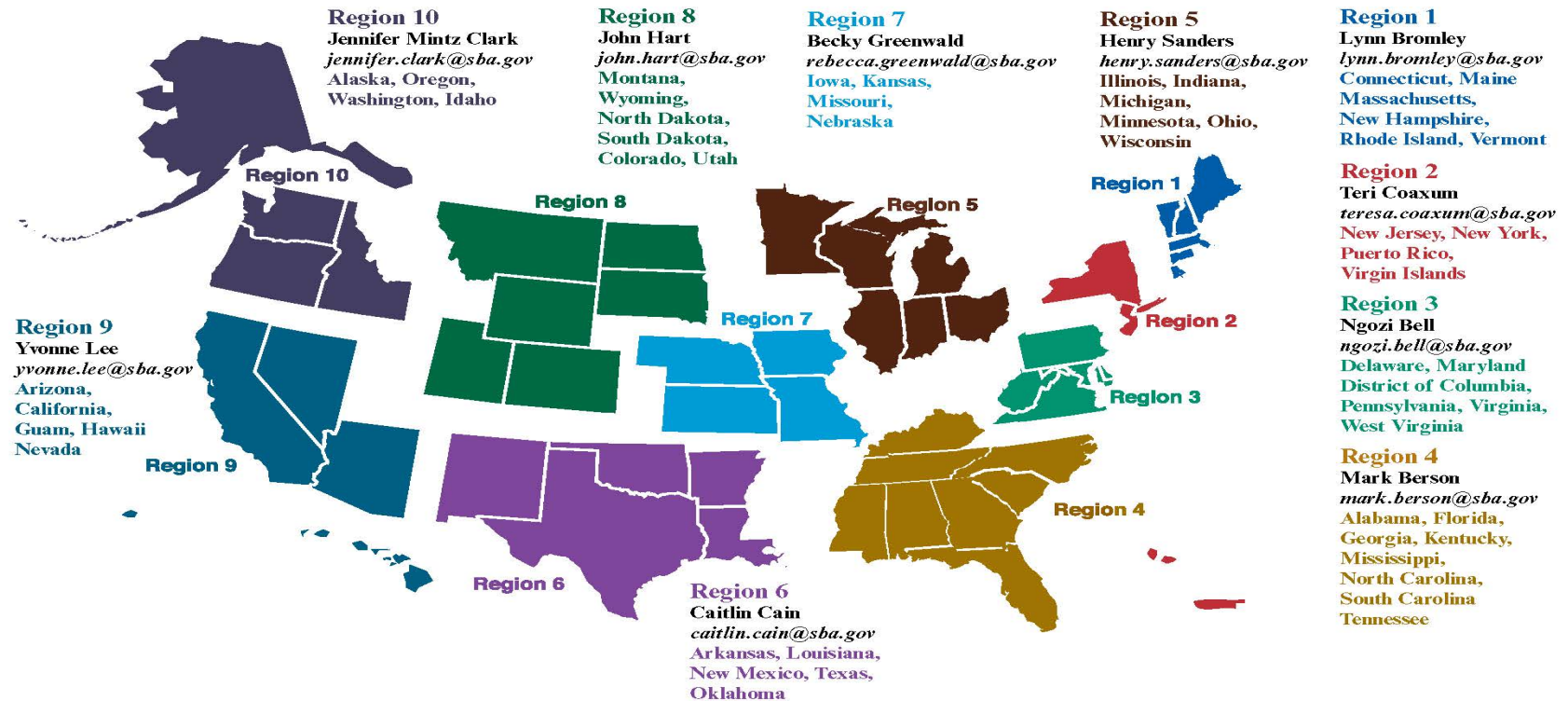
- **Winslow Sargeant, Ph.D. Chief Counsel of the SBA Office of Advocacy**
- **Background:**
 - Electrical Engineer
 - Co-Founded Startup, Aanetcom
 - NSF SBIR Program Manager
 - Early-Seed Investor

Office of Advocacy

- **Regulations**
- **Research**
- **Outreach**

Outreach

The Office of Advocacy's Regional Advocates



Regulatory Involvement

- **Energy Efficiency Standards for Walk-In Coolers and Freezers**
 - Proposed in September 2013
 - Outreach to Stakeholders
 - Work with DOE
 - Filed Comments in January 2014
 - Final rule eased burden on small business

Research

- **Recent Procurement Study**
 - Highly concentrated in a few industries
 - Industries with highest levels of procurement often have low small-business procurement rates
 - Nearly 45% of construction procurement dollars went to small business

Small Business Procurement Landscape

- **Federal government: Largest purchaser of goods and services, awarding 100s of billions of dollars**
- **The government mandates at least 23 percent of procurement dollars go to small businesses**
- **About \$81 billion awarded to small business subcontractors according to our most recent data**

Important Subcontracting Information

- **Knowledge allows for more small business involvement**
- **Small businesses are huge participants**
- **Lacking a well-developed matching system**
- **Advocacy Initiative**

Conclusion

- **Advocacy is the voice for small business in front of Congress, the White House, and federal agencies**
 - Research
 - Regulation
- **Government procurement is vital to America's small businesses**
- **Understanding the metrics of subcontracting will improve small business access and overall economic growth**

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